

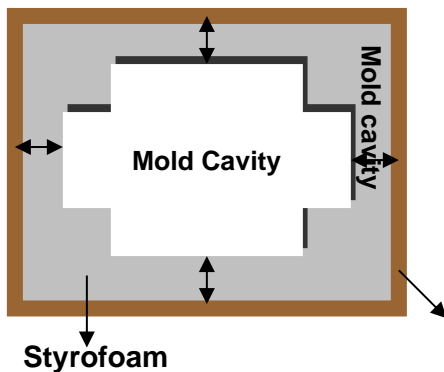
GIFTCRAFT PACKAGING STYLE GUIDE

Important: The packaging materials minimum strength specifications listed below, **apply to all packaging styles** described in this guide.

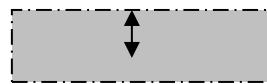
Minimum strength specifications for packaging materials:

- **Styrofoam** – Minimum density of 0.043 lbs/in cu. (1.04gm/cm cu.). The Styrofoam **must** be of high quality grade.
Note: The thickness of the Styrofoam mold cavity, separating the product from the carton, must be no less than 1.5 inch at its thinnest point of measure. The diagram below illustrates this measurement.

Top View of Mold



Cross Section – Side view of Mold



All measurements shown by the arrows (↔) must be no less than 1.5 inch thick.

- **Bubble wrap** – Minimum 5/16 inches thick for standard use and ½ inch thick for protection of fragile items.
- **Corrugated inners, masters and inserts** – Double wall with 3/16 inch C flute medium **(5 PLY)**. Minimum 44 lbs/in ECT (edge crush test). **Single wall corrugate is not acceptable.**

Important note:

- The suppliers must identify the packaging style required for each product that will be shipped to Giftcraft and all instructions must be adhered to in detail. Any packaging deviation from this guide must be agreed to in writing between the supplier and a Giftcraft employee of the Merchandising or Quality Assurance departments.
- All inner/ master carton packaging must pass 3 feet (90 cm) or 45 cm drop test on all six sides, as specified on below "Packaging Styles".
- Any product deemed not in compliance with our Packaging Style Guide or any other specification of the Giftcraft Supplier guide will be re-worked, re-packaged or refused. Any costs associated with re-works or re-packaging will be charged back to the supplier.

Please find below **the list of packaging styles which need to pass 90 cm drop test:**

| Packaging Styles | | |
|------------------|--|----------------|
| PGK Style | Description | Pass drop test |
| Style A | Breakable & Fragile Merchandise/ Styrofoam molds packed | 90 cm |
| Style A1 | Breakable & Fragile Merchandise/ Styrofoam blocks top/bottom packed | 90 cm |
| Style A3 | Breakable & Fragile Merchandise/ 6 walls Styrofoam inside inner packed | 90 cm |
| Style B | Fragile & Hard Materials Combined | 90 cm |
| Style B1 | Fragile & Hard Materials Combined | 90 cm |
| Style C | Metal and Other Hard Materials | 90 cm |
| Style D | Wood Packaging | 90 cm |
| Style E | Frames & Mirrors | 90 cm |
| Style F | Lamps | 90 cm |
| Style G | Clocks/ Breakable & Fragile Merchandise/ Styrofoam molds packed | 90 cm |
| Style G1 | Clocks/ Fragile & Hard material clocks/ Styrofoam Molds top/ bottom packed | 90 cm |

Please find below **the list of packaging styles which need to pass 45 cm drop test:**

| Packaging Styles | | |
|------------------|--|----------------|
| PGK Style | Description | Pass drop test |
| Style D1 | Small Wood/ MDF blocks | 45 cm |
| Style G2 | Metal Clocks | 45 cm |
| Style H | Leather, Suede, Synthetic Materials | 45 cm |
| Style I | Fabric Products | 45 cm |
| Style J | Floral, Wreaths Arrangements | 45 cm |
| Style K | Baskets, trays & sets packed in PVC displays | 45 cm |
| Style L | Ornaments | 45 cm |
| Style M | Non-Fragile Materials/Bubble wrap packed | 45 cm |
| Style M1 | Non-Fragile Materials/Polybag packed | 45 cm |
| Style M2 | Non-Fragile Materials/Shrink wrap packed | 45 cm |
| Style P | Jewelry | 45 cm |
| Style ZZ | Factory own packaging | 45 cm |

Packaging Style A – Fragile Merchandise

All fragile merchandise must be packaged using Styrofoam molds to protect against shock, vibration and punctures.
The Styrofoam mold must completely enclose the product.

Use "Style A" packaging with the category of items listed below:

- All types of merchandise made of glass, poly resin, poly stone, dolomite, ceramic, polyurethane, terra cotta and any other type of breakable material where inner carton packaging of the product would not survive a 90cm (3 feet) drop test on all six sides.
- Candles over 1 foot (30 cm) long.
- Products made of hard and breakable materials where the breakable material cannot be packaged separately from the hard material. For example; a glass and wood candle holder where the glass is glued to the holder.
- Any glass / ceramic item that is not FDA approved must be labeled with a "Decorative Use Only" label (see section 6). The label must be visible at retail and needs to be applied directly onto the item itself to ensure that it cannot be easily removed. If necessary, it can be used a hangtag that it is securely fastened and cannot be easily removed.

Style A – Examples of Good Packaging



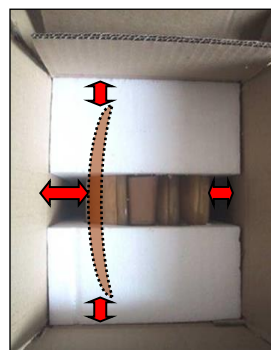
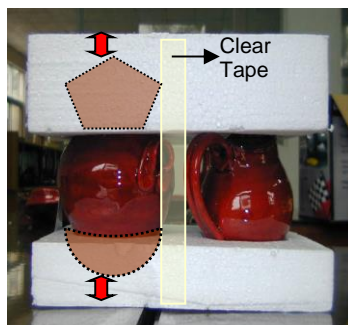
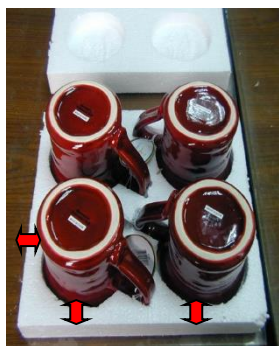
Examples of merchandise that require "Style A" packaging


Style A1 – Top / Bottom Styrofoam Mold

Use "Style A1" Packaging when a Styrofoam mold that completely encloses the product is not available.

1. The top and bottom mold **must provide a 1" inch gap**, from every edge, between the product and the inner carton walls. This distance must also be addressed in the mold cavity where the product sits (see pictures below).
2. The top and bottom mold **must be taped together** to prevent movement of the product inside the molds.
3. The Styrofoam molds **must fit tightly inside the inners** to prevent movement of the mold or the product inside the inner.
4. If the distance between the two Styrofoam molds is bigger than 2 inches the empty space needs to be filled (see attached picture)

Style A1 – Good Packaging Examples



 The red arrows illustrate the 1.5 inch distance between the product and the walls of the inner carton. The cross section of the molds shows the 1 inch distance of the mold cavity where the Product sits inside the mold.

Style A3– 6 walls Styrofoam sheets

15. The Styrofoam sheets of the walls must be 1.5 inch thick and the empty space must be filled inside the inner/master carton packaging.



Style A3 – Good Packaging Examples



Packaging Style B – Fragile and Hard Materials

To fit in this category, the product must be constructed in such way that the hard material can be packaged separately from the fragile material. If the hard material cannot be packaged separately from the fragile material, then Style A packaging applies.

Use “Style B” packaging with the category of items listed below:

Products made of hard materials like metal, cast iron, wood, wire, copper and any other type of hard material combined with glass or any other type of breakable material.

- Wrap the hard material in 5/16 inch bubble wrap to avoid scratches.
- Tie the hard material to a large piece of strong 5 ply cardboard, to restrict movement, before inserting inside the inner or master carton.
- Corners and sharp edges of hard materials must be wrapped using strong corrugate. **No sharp edges must be allowed to protrude through the inner or master cartons.**
- Package the breakable material separate from the hard material, using 1.5 inch Styrofoam protection (preferably a top/bottom Styrofoam mold) and insert into a corrugate carton.
- For added carton strength, line the walls of the inner or master carton with extra pieces of strong cardboard. This step also helps prevent sharp edges from protruding through the cartons.
- Re-unite the hard material and the breakable material in a 5-ply inner or master carton.
- Fill all empty spaces created by the shape of the product with an acceptable void filling material.

Style B – Examples of Good Packaging



Sharp Edges
Covered



Breakable Material
Packaged Separately

Examples of merchandise that requires “Style B1” packaging



Packaging Style C – Metal

Use with items made of hard materials like metal, cast iron, wire, copper and other similar materials.

- Products made of hard materials must be manufactured as **knocked down** as possible, without making the item too difficult to assemble. **Always** enclose French and English instructions for items that require assembly.
- **All sharp edges** must be protected with ½ inch bubble wrap and strong cardboard pieces to prevent the sharp edges from poking through the inner or outer carton.
- Wrap the unit in 5/16-inch-thick bubble wrap to prevent scratches.
- Tie the unit to a strong piece of cardboard to prevent movement inside the inner or master carton.
- **Always** line the inner or outer carton with extra pieces of strong cardboard to add additional strength to the outer carton. If the metal piece is very heavy, use Styrofoam blocks to line the inside walls of the inner or master carton. Inner and master cartons must be double wall with 3/16 inch C flute medium 5 PLY minimum 44 lbs/in ECT (Edge Crush Test).
- **All empty spaces** created by the shape of the product **must be filled** using a Giftcraft approved filling material. Solid blocks of good quality Styrofoam are great for filling voids.
- See picture below for packaging method of flat hard materials like trellises, wall partitions and other similar items.

Style C – Good Packaging Examples

All Sharp Edges Protected



Example #1



Example #2



Examples of merchandise that require "Style C" packaging



Packaging Style D – Wood

Use with items made of wood, bamboo, rattan, wicker and/or any other similar material.

- Products made of wood must be manufactured as **knocked down** as possible, without making the item too difficult to assemble. **Always** enclose French and English instructions for items that require assembly.
- All corners and edges must have adequate protection against a direct drop on its edge. **Protect all edges and corners** using 1.5 to 2 inches thick, good quality Styrofoam.
- Protect the wood surface with 1.5-inch Styrofoam.
- All glass surfaces must be protected using minimum 1.5-inch-thick Styrofoam to prevent breakage from vibration and punctures.
- **Fill all empty spaces** with bubble wrap or Styrofoam. The item must not be allowed to move inside the inner or master.
- **Silicon gel** must be put inside the box to prevent damage from moisture.
- Always package woods in minimum 5 PLY cardboard strong inner boxes.
- In accordance with U.S. Environmental Protection Agency (EPA) and Health Canada, there are national formaldehyde emissions standards and third party certification requirements for regulated composite wood products (hardwood plywood, medium-density fiberboard and particle board) being imported into United States and Canada. Vendors must label their products.
Therefore, all composite wood used in the production of items being purchased by Giftcraft must be certified as being "**TSCA Title VI Compliant**" by an EPA approved 3rd party lab. See section 6.
- All products made of wood, bamboo, rattan including roots, seeds, parts or products thereof supplier is required to complete the **Plant and Plant Product Declaration (PPPD) Form** to comply with USDA Lacey Act.
- To comply with the USDA regulations, Giftcraft will not accept ANY items produced of real wood that have a branch or twig that is greater than 1 cm in diameter OR any wood items that are covered in Bark regardless of diameter. Suppliers failing to comply with these requirements will be subject to penalties.
- All wood items must be declared in detail listing the wood name (i.e. Asian White Birch) and the scientific name (i.e. Betula Platyphylla) on all Correspondence including Quote sheets and commercial invoices.
- All products of Wood, Bamboo, Rattan including Roots, Seeds, Parts, or products thereof, **MUST** be Fumigated AND a compliant "**Fumigation certificate**" must be provided at the time of shipment.

Style D – Good Packaging Samples



Sharp Object Protected



Samples of merchandise that require Style D packaging



Packaging Style D1-Small Wood/ MDF blocks

- Use this packaging style for Small MDF blocks/ MDF plaques and other similar products made of wood or MDF materials. Inner carton or master carton (when one piece packed/ master) must not exceed 0.40 cubic and weight 3.5 pounds.
- Wrap the product in EPE foam sheets or 5/16 inch thick bubble wrap. If the inner consists of more than one piece, wrap each piece separately.
- The product must be wrapped twice in 5/6 inch thick bubble wrap prior to inserting into master carton when there is no inner pack.
- Add to the top/ bottom of inner/ master carton a paper/ cardboard sheet to avoid cutting the item when open the carton.
- **Silica gel** pack must be put inside the inner box/ polybag to prevent damage from moisture.
- Always package woods in minimum 5 PLY cardboard strong inner boxes.
- In accordance with U.S. Environmental Protection Agency (EPA) and Health Canada there are national formaldehyde emissions standards and third-party certification requirements for regulated composite wood products (hardwood plywood, medium-density fiberboard and particle board) being imported into United States and Canada Vendors must label their products.
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- All wood items must be declared in detail listing the wood name (i.e. Asian White Birch) and the scientific name (i.e. Betula Platyphylla) on all Correspondence including Quote sheets and commercial invoices.
- All products of Wood, Bamboo, Rattan including Roots, Seeds, Parts, or products thereof, MUST be Fumigated AND a compliant "Fumigation certificate" must be provided at the time of shipment.

Example 1



Example 2



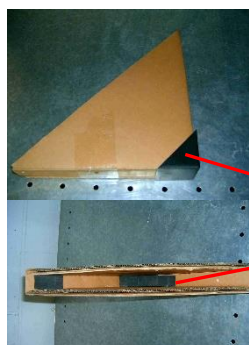
Example 3



Packaging Style E – Frames and Mirrors

7. **All frames** must be protected with corner caps similar to the pictures shown below.
8. **If the frame contains a mirror or glass surface, the glass must be protected with 1 inch thick Styrofoam.**
9. Wrap the entire frame using ½ inch thick bubble wrap.
10. Large frames and mirrors must be packed in their own 5 ply master carton. Frames up to 8 x 11 inches can be packed more than one per inner by double bubble wrapping the frame.
11. All photo frames must have the Giftcraft face paper, unless otherwise instructed. Refer to section 5 of the supplier guide for more information.
12. All labels required must be applied to the back of the frame.

Style E – Good Packaging Samples



**Strong
Corner
Caps
with foam
inserts**

Example#1

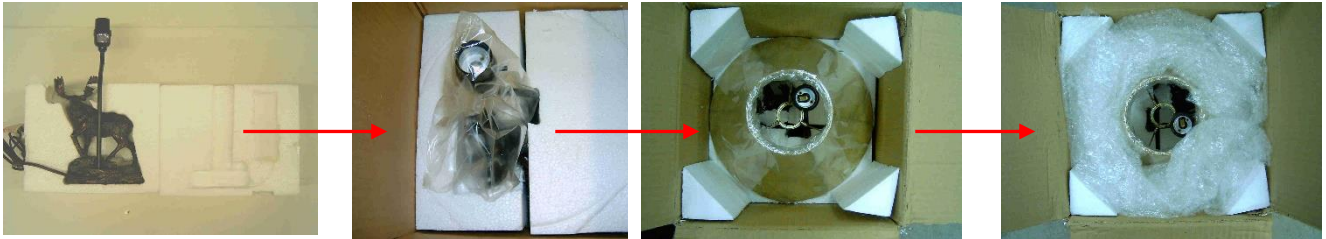


Example#2

Packaging Style F – Lamps

13. Pack the body of the lamp separately from the shade, but both parts must be packed together to form a selling unit (refer to picture of example #1). Lamps where the body and the shade are packaged separately must be quoted and shipped as one lamp per master.
14. The spaces between the carton and the shade must be filled with corrugate spacers, foam inserts or Styrofoam blocks.
15. When packing both the body of the lamp and the shade together into an inner box, use Styrofoam molds to protect, suspend and prevent movement inside the inner or master carton (refer to picture of example #2).
16. A label with electrical symbol CUL and UL must be applied on the electrical cord of the lamp that complied U.S. and Canada standards. List its maximum bulb wattage and its light bulb shape.

Style F – Good Packaging Samples



Example #1



Example #2





Example #3

Packaging Style G – Clocks

17. **All clocks** must be packaged in
18. **Clock hands must be** molds.



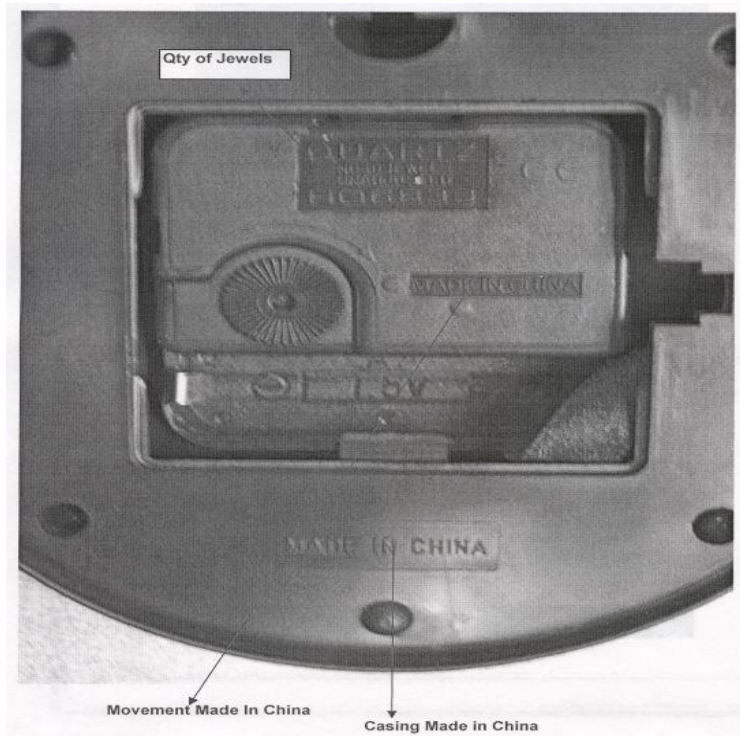
Styrofoam molds.

protected with Styrofoam or clear PVC

protected with a Styrofoam mold product must be packaged using one of guide

19. Clocks that are part of larger fixtures must be enclosing the clock and the remaining part of the the appropriate packaging styles described in this

The case of clocks must have hard printed (embossed) on the country of origin and the number of jewels.



Style G – Good Packaging Examples



Example#1



Example#2

Packaging Style G1 – Top / Bottom Styrofoam Molds

- Metal / Wood Clocks can be packed using top and bottom Styrofoam molds.
- The top and bottom mold must provide a 1" inch gap, from every edge, between the product and the inner carton walls. This distance must also be addressed in the mold cavity where the product sits (see pictures below).
- The top and bottom mold must be taped together to prevent movement of the product inside the molds.
- The Styrofoam molds must fit tightly inside the inners to prevent movement of the mold or the product inside the inner.



Packaging Style G2 – Metal clocks

- Use this packaging style for metal clocks and MDF clocks.
- **Clock hands must be protected** with Styrofoam or clear PVC molds.
- Add to the top/ bottom of inner/ master carton a paper/ cardboard sheet to avoid cutting the item when open the carton. Silica gel must be put inside the box to prevent damage from moisture.
- Always package woods in minimum 5 PLY cardboard strong inner boxes.



Packaging Style H – Leather, Suede and other Synthetic Materials

- The surface of all items made of Leather, Suede and other synthetic materials must be protected with 5/16 inch thick bubble wrap.
- When the inner carton consists of more than one unit, a piece of strong cardboard must be placed between each item to prevent scratches.
- If the inner quantity for items in this category is 1 unit, ensure that the item is packaged in its own inner carton packaging. Never ship units that have been quoted as 1 per inner, inside a master carton without the inner carton protection. Inner packs are the minimum quantities shipped to Giftcraft customers. For example; the master carton of a Leather desktop calendar holder quoted as 1 unit per inner and 4 units per master, will hold 4 inner cartons.

Packaging Style I – Fabrics

- Use this packaging style for sheets, towels, bath mats, pillows and other similar products made of fabric materials.
- Insert the product in a poly bag. The thickness of the poly bag will vary according to the weight and bulkiness of the product.
- All poly bags must be closed using one of the following methods; Zipper Seal – Tape Seal or Heat Seal.
- All poly bags must have a suffocation warning in both French and English. See guide section for warnings and symbols.
- Each product must have a permanent Care/Content Label. This label must show country of manufacture, percentage of textiles and care instructions. See section 5 of this guide for label sample.
- Add to the top/ bottom of inner/ master carton a paper/ cardboard sheet to avoid cutting the item when open the carton.



Packaging Style J – Floral, Wreaths and Artificial Arrangements

- Insert the product in a poly bag. The thickness of the poly bag will vary according to the weight and bulkiness of the product.
- All poly bags must be closed using one of the following methods; Zipper Seal, Tape Seal or Heat Seal.
- All poly bags must have a suffocation warning in both French and English. See guide section 6 of the Supplier guide.
- Wrap the product twice in 5/16-inch-thick bubble wrap. If the inner consists of more than one piece, wrap each piece separately.
- Add to the top/ bottom of inner/ master carton a paper/ cardboard sheet to avoid cutting the item when open the carton.

Style J – Good Packaging Examples



Examples of merchandise that require Style J type packaging

Packaging Style K – Baskets, Trays and Sets Packaged in PVC Displays

Baskets and Trays

- Products in this category are usually small assorted items packaged in a basket, wood, or metal tray.
- Small components made of breakable materials must be wrapped in 5/16-inch-thick bubble wrap prior to inserting in the basket or tray.
- The entire basket, with its contents in place, must be wrapped in 5/16-inch-thick bubble wrap.
- The walls of the inner or master carton must be lined with 1-inch-thick Styrofoam.
- A piece of Styrofoam must be placed on top of the tray prior to closing the inner or master carton.
- **All empty spaces must be filled** with bubble wrap. The contents of the inner or master carton must not move.
- Add to the top/ bottom of inner/ master carton a paper/ cardboard sheet to avoid cutting the item when open the carton.

Sets Packaged in PVC Displays

- Contents of the items inside the PVC displays must be kept separate from each other to prevent breakage and scratches. The mold holding the items in place must meet this distance requirement and must be deep enough to keep the items in place.
- Wrap the PVC display twice in 5/16-inch-thick bubble wrap.
- The walls of the inner or master carton packaging must be lined with 1-inch-thick Styrofoam.
- If the inner consists of more than one PVC display, add blocks of Styrofoam or thick corrugate in between each set to further absorb shock and prevent breakage.
- Add to the top/ bottom of inner/ master carton a paper/ cardboard sheet to avoid cutting the item when open the carton.

Style K – Good Packaging Examples



Example #1



Example #2

Examples of merchandise that require Style K packaging





Packaging Style L – Ornaments

This category is for ornaments that are smaller than 3" W x 3" L x 3" H. Usually, these products will be small ornaments found in the Christmas, Valentines, and Halloween categories. **If the product is made of a breakable material and larger than the specified measurement of 3"x 3" x 3", it must be packaged using Style A packaging (Styrofoam mold).**

- Small components made of breakable materials must be wrapped in 5/16-inch-thick bubble wrap prior to inserting inside the inner or master carton.
- The walls of the inner or master carton packaging must be lined with 1.5-inch-thick Styrofoam.
- A piece of Styrofoam must be placed on top of the tray prior to closing the inner or master carton.
- **All empty spaces must be filled** with bubble wrap. The contents of the inner or master carton must not move.
- Add to the top/ bottom of inner/ master carton a paper/ cardboard sheet to avoid cutting the item when open the carton.



Packaging Style M – Bubble Wrap Category

This category is for **non-fragile products** that do not fit any of the packaging styles described in this guide.

- The product must be wrapped twice in 5/16-inch-thick bubble wrap prior to inserting inner or master carton.
- Add to the top/ bottom of inner/ master carton a paper/ cardboard sheet to avoid cutting the item when open the carton.

Style M - Good example of packaging



Packaging Style M1 – Polybag Category

Style M1 - Good example of packaging



Packaging Style M2 – Shrink wrap Category



Packaging Style P – Jewelry Category

- Jewelry must be packed in poly bags, except when a gift box is requested by the merchandising department. Fragile stones must be protected with bubble wrap or other padding material.
- **All pendants, brooches and earrings** must be packed using a **backer card** as shown on the pictures below. The backer cards will require the name of the jewelry line printed on the front of the card.
- The merchandising team will advise all suppliers, at the quoting stage, how many units to pack per inner. This will be the number of units required per poly bag and the inner quantity on the purchase order.
- Each poly bag will require an inner UCC label as detailed on section 5 of this guide.
- Each master carton will require a master UCC label and master carton marking as detailed on section 5 of this guide.
- At the quoting stage, each piece of jewelry will be assigned a specific UPC artwork (either a hang tag or a label). At this time the Giftcraft Jewelry is the only specific UPC types of artworks required by Giftcraft as detailed on section 8 of this guide. The purchase order will specify which type of artwork to be used for each jewelry product.
- Add to the top/ bottom of inner/ master carton a paper/ cardboard sheet to avoid cutting the item when open the carton.

Style P – Good Packaging Examples

Backer Card



Earrings with Backer Card



Earrings with Backer Card and UCC label

